

***Response to Amendment***

The examiner is in receipt of applicant's response to office action mailed 9/18/2009, which was received 12/18/2009. Acknowledgment is made to the amendment of claims 1,4,5,10,12,13,14,19,20. Applicant's remarks have been carefully considered and were persuasive in regards to claims 4 and 14. therefore the independent claims are considered allowable after the incorporation of these features into the independent claims as stated below:

**EXAMINER'S AMENDMENT**

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Scott Adams on 2/24/2010.

Cancel claims 4 and 14.

Delete claims 1-3,5-13,15-21 and replace with the following:

--1. (Currently Amended) A multiple exchange instance, comprising:  
a plurality of exchanges; and  
a common instance for implementing the exchanges, the exchanges sharing a set of common components and each exchange having a respective view having respective unique components, wherein the common instance comprises a database divided into a plurality of sub-schemas, and wherein each of the exchanges is

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singularly associated with and implemented within a respective one of the plurality of sub-schemas providing a respective partial view of the common instance, wherein the common components enable a trading partner client of the common instance to perform at least one common communication operation collectively for a plurality of the exchanges, wherein the multiple exchanges each have a respective operator, and wherein the multiple exchange instance performs, for each operator, a collective authentication operation for each of the exchanges using the common components. ~~and wherein each of the exchanges is allocated to a different trading partner.~~

2. (Currently Amended) The multiple exchange instance of Claim 1, ~~Claim 4~~ wherein the multiple exchanges are implemented within the common instance and wherein the common instance facilitates communication between a first exchange of the exchanges and a second exchange of the exchanges.

3. (Currently Amended) The multiple exchange instance of Claim 1 ~~Claim 1~~ ~~wherein the multiple exchanges each have a respective operator, and~~ wherein the multiple exchange instance allows each operator to perform input/output using the common components to perform the input/output for each of the respective multiple exchanges.

4. (Cancelled)

5. (Currently Amended) The multiple exchange instance of Claim 3, ~~Claim 3~~ wherein the common input/output comprises a collective catalog content input operation for each of the exchanges.

6. (Currently Amended) The multiple exchange instance of Claim 3, ~~Claim 3~~ wherein the common input/output comprises a registration operation for each of the exchanges.

7. (Currently Amended) The multiple exchange instance of Claim 1, ~~Claim 4~~ wherein the multiple exchanges are configured to use communication protocols to communicate with processes external to the common instance.

8. (Currently Amended) The multiple exchange instance of Claim 7, ~~Claim 7~~ wherein the communication protocol is XML (extensible markup language).

9. (Currently Amended) The multiple exchange instance of Claim 1, ~~Claim 4~~ wherein the common instance is implemented using a database program running on one or more computer systems.

10. (Currently Amended) A computer-readable storage medium having stored thereon instructions for causing at least one processor to perform a method for a multiple exchange instance implemented on a server computer system utilizing said at least one processor, the instructions comprising:

a) instructions for causing said at least one processor to define a common instance using a common schema that defines a database;

b) instructions for causing said at least one processor to slice the common instance into a plurality of exchanges, wherein the common instance is divided into a plurality of sub-schemas, and wherein each of the exchanges is singularly associated with and is implemented within a respective one of the plurality of sub-schemas providing a respective partial view of the common instance and wherein each of the exchanges is allocated to a different trading partner and has a respective operator;

c) instructions for causing said at least one processor to implement a common support architecture for the exchanges;

d) instructions for causing said at least one processor to implement efficient communication between a first exchange of the exchanges and a second exchange of the exchanges using the common support architecture; and

e) instructions for causing said at least one processor to present a custom view of the exchanges to respective operators of the exchanges; and

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f) instructions for causing said at least one processor to perform, at the direction of a trading partner client of the common instance, at least one common communication operation collectively for a plurality of the exchanges; and ~~exchanges.~~

g) instructions for causing said at least one processor to perform, for each operator, a collective authentication operation for each of the exchanges using the common support architecture.

11. (Currently Amended) The computer-readable storage medium of Claim 10, Claim 10 wherein the exchanges share a set of common components within the common support architecture and wherein the custom view has respective unique components.

12. (Currently Amended) The computer-readable storage medium of Claim 10, Claim 10 wherein said instructions for causing said at least one processor to implement efficient communication includes implementing the multiple exchanges within the common instance for facilitating communication between the first exchange and the second exchange.

13. (Previously Presented) The computer-readable storage medium of Claim 10, wherein the instructions further comprise: instructions for causing said at least one processor to perform input/output using the common components for each of the multiple exchanges, the input/output performed by the respective operators.

14. (Cancelled)

15. (Currently Amended) The computer-readable storage medium of Claim 13, Claim 13 wherein the common input/output comprises a catalog content input operation for each of the exchanges.

16. (Currently Amended) The computer-readable storage medium of Claim 13, Claim 13 wherein the common input/output comprises a registration operation for each of the exchanges.

17. (Currently Amended) The computer-readable storage medium of Claim 10, Claim 10 wherein the exchanges are configured to use communication protocols to communicate with processes external to the common instance.

18. (Currently Amended) The computer-readable storage medium of Claim 17, Claim 17 wherein the communication protocol is XML (extensible markup language).

19. (Currently Amended) The computer-readable storage medium of Claim 10, Claim 10 wherein said instructions that cause said at least one processor to define comprise instructions that cause said at least one processor to implement the common instance using a database program.

20. (Currently Amended) A multiple exchange instance, comprising: a plurality of exchanges; and

a common database for implementing the exchanges within a common schema, the exchanges sharing a set of common components and each exchange having a respective view having respective unique components, wherein the common schema is divided into a plurality of sub-schemas, and wherein each of the exchanges is singularly associated with and is implemented within a respective one of the plurality of subschemas providing a respective partial view of the common schema, and wherein each of the exchanges is allocated to a different merchant, and wherein the exchanges each have a respective operator, and wherein the multiple exchange instance, for each operator, performs ~~allowing an operator to use the common components to perform a collective authentication operation~~ input/output for a group of the exchanges.

21. (Previously Presented) The multiple exchange instance of claim 20, wherein the multiple exchange instance provides registration for a group of exchanges simultaneously.

22. (New) The multiple exchange instance of claim 20, wherein the multiple exchange instance allows each operator to perform input/output using the

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common components to perform the input/output for each of the respective multiple exchanges.

23. (New) The multiple exchange instance of claim 22, wherein the common input/output comprises a registration operation for the group of the exchanges.--

### ***Allowable Subject Matter***

The following is an examiner's statement of reasons for allowance:

Claims 1-2,5-12,15-21 are allowable.

The following is an Examiner's statement of the reasons for allowance for all independent claims 1,10 and 20.

The present invention is directed to a method for using a common database to support multiple exchanges which is taught by the art of record, however, that of record does not reasonable support that for all the exchanges there is a collective authentication, interalia, wherein the multiple exchanges each have a respective operator, and wherein the multiple exchange instance performs, for each operator, a collective authentication operation for each of the exchanges using the common components.

### ***Conclusion***

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Mark Fadok** whose telephone number is **571.272.6755**.

The examiner can normally be reached Monday thru Friday 8:00 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Jeffrey Smith** can be reached on **571.272.6763**.

Any response to this action should be mailed to:

***Commissioner for Patents***

***P.O. Box 1450***

**Alexandria, Va. 22313-1450**  
or faxed to:

**571-273-8300** [Official communications; including  
After Final communications labeled  
"Box AF"]

For general questions the receptionist can be reached at

**571.272.3600**

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/Mark Fadok/

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Mark Fadok

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